

What is claimed is:

1. A method for on-line marketing of services over a network to a prospective or actual purchaser of an item of industrial equipment, the services relating to either or both of the acquisition or use of the industrial equipment, the method comprising the steps of:

providing to the purchaser over the network information relating to an on-line marketplace for industrial equipment;

accepting over the network and storing in a database registration information from the purchaser;

displaying over the network in conjunction with the on-line marketplace an identification of a plurality of services relating to the acquisition of industrial equipment;

accepting over the network input from the purchaser identifying at least one of the plurality of services as to which the purchaser wishes to receive information; and

transmitting to the purchaser information relating to the at least one service.

2. The method according to claim 1, further comprising the step of accepting from the purchaser information relating to the nature of the equipment as to which service information is to be received.

3. The method according to claim 2, further comprising the step of transmitting to the at least one service provider information relating to the nature of the equipment as to which services are to be rendered.

4. The method according to claim 1, wherein the at least one service provider comprises a plurality of service providers.

5. The method according to claim 1, wherein the plurality of services comprises logistics services.

6. The method according to claim 1, wherein logistics services comprise transport management.

7. The method according to claim 1, wherein logistics services comprise shipment
5 and export handling.

8. The method according to claim 1, wherein logistics services comprise transport network services.

10 9. The method according to claim 1, wherein logistics services comprise freight calculation services.

10. The method according to claim 1, wherein the plurality of services comprises payment services.

15 11. The method according to claim 1, wherein the plurality of services comprises on-call services.

20 12. The method according to claim 1, wherein the plurality of services comprises instrument services.

13. The method according to claim 1, wherein the plurality of services comprises financial services.

25 14. The method according to claim 1, wherein the plurality of services comprises logistics services, payment services, on call services, instrument services and financial services.

15. The method according to claim 1, further comprising the steps of:

accepting from the at least one service provider responsive information intended for the user; and

5 transmitting the information to the user;

wherein the information relating to the on-line marketplace comprises data reflecting actual transactions in the marketplace.

10 16. The method according to claim 1, wherein the information relating to the at least one service comprises network address information to permit the user to contact the at least one service provider over the network.

15 17. The method according to claim 1, wherein the information relating to the at least one service comprises information relating to the nature of the at least one service.

18. A method for on-line marketing of services over a network to a prospective or actual purchaser of an item of industrial equipment, the services relating to either or both of the acquisition or use of the industrial equipment, the method comprising the steps of:

20 providing an on-line marketplace for industrial equipment;

accepting from the purchaser and storing in a database information relating to the identity of the purchaser;

providing to the purchaser an identification of a plurality of services relating to the acquisition of industrial equipment;

25 accepting input from the purchaser, the input identifying a selection of at least one of the plurality of services as to which the purchaser wishes to receive information;

accepting input from the purchaser comprising information about the industrial equipment, the information being useful to the provider of the selected at
30 least one service in preparing information for the purchaser;

transmitting an identifying code to the provider of the at least one service, the identifying code serving to identify the purchaser;

receiving from the at least one service provider information relating to the
5 purchasers request, the information transmitted in conjunction with the purchaser identification code.

19. The method according to claim 18, wherein the information about the industrial equipment input by the purchaser comprises information relating to a physical
10 dimension of the equipment.

20. The method according to claim 18, wherein the information about the industrial equipment input by the purchaser comprises information relating to the type of the equipment.
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21. The method according to claim 18, wherein the information about the industrial equipment input by the purchaser comprises information relating to the value of the equipment.
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22. The method according to claim 18, further comprising accepting input from a user indicating a request for an estimate of the price for the provision of services.

23. The method according to claim 22, further comprising the step of accepting from the at least one service provider information relating to the requested estimate.
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24. The method according to claim 23, further comprising the step of presenting to the user at least a subset of the information from the service provider relating to the requested estimate

25. The method according to claim 18, further comprising the step of accepting an indication from the purchaser that its permission is given to transmit to the
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service provider at least a subset of the information relating to the identity of the purchaser.

26. The method according to claim 25, further comprising the step of transmitting to the at least one service provider the subset of the information relating to the identity of the purchaser.

27. A method for on-line marketing of services to a prospective or actual purchaser of an item of industrial equipment, the services relating to either or both of the acquisition or use of the industrial equipment, the method comprising the steps of: providing to an on-line marketplace for industrial equipment information relating to the services;

receiving from the on-line marketplace a code identifying the purchaser and information relating to the industrial equipment; and

transmitting to the on-line service provider information responsive to the purchasers request, the information transmitted in conjunction with the purchaser identification code.

28. The method according to claim 27, further comprising the step of receiving information relating to the identity of the purchaser.

29. The method according to claim 28, further comprising the steps of establishing contact with the purchaser and transmitting a message to the on-line marketplace relating to the contact with the purchaser.

30. A method for use in an on-line marketplace for industrial equipment, in which prospective and actual purchasers of industrial equipment can select among a plurality of services relating to either or both of the acquisition and use of industrial equipment and request information relating to each selected service, and wherein the request for information may include information relating to particular industrial equipment that is the subject of an actual or prospective purchase, the method comprising:

generating a purchaser service request record comprising information
5 representing the identity of the purchaser of industrial equipment; and
including in the purchaser service request record a service indicator for each
service selected by the purchaser, the service indicator being a function of the
identity of each respective, selected service.

10 31. The method according to claim 30, further comprising the step of including in
the purchaser service request record information relating to the particular industrial
equipment.

15 32. The method according to claim 30, wherein at least one of the service providers
generates information responsive to the purchaser request, further comprising the
step of including in the purchaser service request record information relating to the
responsive information generated by the service provider.

20 33. The method according to claim 32, further comprising the steps of:
determining whether the purchaser receives the responsive information; and
including in the purchaser service request record a purchaser information
receipt indicator that is a function of whether the purchaser received the responsive
information.

25 34. The method according to claim 33, further comprising the steps of:
computing a monetary value that is a function of the purchaser information
receipt indicator; and
transmitting the monetary value to the service provider that provided the
responsive information.

30 35. The method according to claim 32, wherein the responsive information
comprises data reflecting a price estimate for service.

36. A method for on-line marketing of services to a prospective or actual purchaser of an item of industrial equipment, the services relating to either or both of the acquisition or use of the industrial equipment, the method comprising the steps of:

- providing an on-line marketplace for industrial equipment;
- accepting and storing in a database purchaser registration information;
- providing an identification of a service relating to the industrial equipment;
- accepting input from a registered purchaser identifying its interest in receiving

information relating to the service;

accepting input from the purchaser relating to the equipment as to which services are to be rendered;

assigning a code to the registered purchaser;

accepting input from the purchaser indicating a request for an estimate of the price for the provision of services;

transmitting to the provider of the at least one service information relating to the request for an estimate and information relating to the code assigned to the user; and

accepting from the at least one service provider information relating to the requested estimate.

37. The method according to claim 36, further comprising the step of presenting to the user at least a subset of the information from the service provider relating to the requested estimate.

38. The method according to claim 37, further comprising the step of accepting an indication from the user that its permission is given to transmit to the service provider at least a subset of purchaser registration information.

39. The method according to claim 38, further comprising the step of transmitting to the at least one service provider the subset of user registration information.

40. A system for on-line marketing of services to a prospective or actual purchaser of an item of industrial equipment, the services relating to either or both of the acquisition or use of the industrial equipment, the system comprising:

means for providing to the purchaser over the network information relating to an on-line marketplace for industrial equipment;

means for accepting over the network and storing in a database registration information from the purchaser;

means for displaying over the network in conjunction with the on-line marketplace an identification of a plurality of services relating to the acquisition of industrial equipment;

means for accepting over the network input from the purchaser identifying at least one of the plurality of services as to which the purchaser wishes to receive information; and

means for transmitting to the purchaser information relating to the at least one service.

41. The system according to claim 40, further comprising:

means for accepting from the at least one service provider responsive information intended for the user; and

means for transmitting the information to the user;

wherein the information relating to the on-line marketplace comprises data reflecting actual transactions in the marketplace.

42. A system for on-line marketing of services to a prospective or actual purchaser of an item of industrial equipment, the services relating to either or both of the acquisition or use of the industrial equipment, the system comprising:

means for providing an on-line marketplace for industrial equipment;

means for accepting from the purchaser and storing in a database information relating to the identity of the purchaser;

means for providing to the purchaser an identification of a plurality of services relating to the acquisition of industrial equipment;

means for accepting input from the purchaser, the input identifying a selection of at least one of the plurality of services as to which the purchaser wishes to receive information;

means for accepting input from the purchaser comprising information about the industrial equipment, the information being useful to the provider of the selected at least one service in preparing information for the purchaser;

means for transmitting an identifying code to the provider of the at least one service, the identifying code serving to identify the purchaser; and

means for receiving from the at least one service provider information relating to the purchasers request, the information transmitted in conjunction with the purchaser identification code.

43. A system for on-line marketing of services to a prospective or actual purchaser of an item of industrial equipment, the services relating to either or both of the acquisition or use of the industrial equipment, the system comprising:

means for providing to an on-line marketplace for industrial equipment information relating to the services;

means for receiving from the on-line marketplace a code identifying the purchaser and information relating to the industrial equipment; and

means for transmitting to the on-line service provider information responsive to the purchasers request, the information transmitted in conjunction with the purchaser identification code.

44. The system according to claim 43, further comprising means for receiving information relating to the identity of the purchaser.

45. The system according to claim 44, further comprising the steps of establishing contact with the purchaser and transmitting a message to the on-line marketplace relating to the contact with the purchaser.

46. A system for use in an on-line marketplace for industrial equipment, in which prospective and actual purchasers of industrial equipment can select among a plurality of services relating to either or both of the acquisition and use of industrial equipment and request information relating to each selected service, and wherein the request for information may include information relating to particular industrial equipment that is the subject of an actual or prospective purchase, the system comprising:

means for generating a purchaser service request record comprising information representing the identity of the purchaser of industrial equipment; and means for including in the purchaser service request record a service indicator for each service selected by the purchaser, the service indicator being a function of the identity of each respective, selected service.

47. The system according to claim 46, further comprising means for including in the purchaser service request record information relating to the particular industrial equipment.

48. The system according to claim 46, wherein at least one of the service providers generates information responsive to the purchaser request, further comprising means for including in the purchaser service request record information relating to the responsive information generated by the service provider.

49. The system according to claim 48, further comprising:

means for determining whether the purchaser receives the responsive information; and

means for including in the purchaser service request record a purchaser information receipt indicator that is a function of whether the purchaser received the responsive information.

50. The system according to claim 49, further comprising:

means for computing a monetary value that is a function of the purchaser information receipt indicator; and

means for transmitting the monetary value to the service provider that provided the responsive information.

51. The system according to claim 48, wherein the responsive information comprises data reflecting a price estimate for service.

52. A system for on-line marketing of services to a prospective or actual purchaser of an item of industrial equipment, the services relating to either or both of the acquisition or use of the industrial equipment, the system comprising:

means for providing an on-line marketplace for industrial equipment;

means for accepting and storing in a database purchaser registration information;

means for providing an identification of a service relating to the industrial equipment;

means for accepting input from a registered purchaser identifying its interest in receiving information relating to the service;

means for accepting input from the purchaser relating to the equipment as to which services are to be rendered;

means for assigning a code to the registered purchaser;

means for accepting input from the purchaser indicating a request for an estimate of the price for the provision of services;

means for transmitting to the provider of the at least one service information relating to the request for an estimate and information relating to the code assigned to the user; and

means for accepting from the at least one service provider information relating to the requested estimate.

53. The system according to claim 52, further comprising means for presenting to the user at least a subset of the information from the service provider relating to the requested estimate.

5 54. The system according to claim 53, further comprising means for accepting an indication from the user that its permission is given to transmit to the service provider at least a subset of purchaser registration information.

10 55. The system according to claim 54, further comprising means for transmitting to the at least one service provider the subset of user registration information.

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